

What is claimed is:

1. A method for aggregating and reporting customer feedback information, comprising:

conducting a survey by asking one or more survey questions about one or more performance categories associated with a survey subject to each of one or more survey participants;

collecting responses from each of the one or more survey participants in response to each of the one or more survey questions;

determining performance scores for each of the one or more performance categories;

assembling performance comments for each of the one or more performance categories from each of the one or more survey participants about the performance of the survey subject;

determining a coaching comment for each of the one or more performance categories based on a performance score and assembled performance comments for each of the one or more performance categories; and

preparing a performance survey subject scorecard containing a performance score and coaching comment for each of the one or more performance categories.

2. The method of Claim 1, whereby the survey subject scorecard further contains one or more performance comment received from one or more survey participant for each of the one or more performance categories.

3. The method of Claim 1, prior to determining performance scores for each of the one or more performance categories, categorizing responses to each of the one or more survey questions by survey subject and by one or more performance categories associated with a the survey subject.

4. The method of Claim 3, whereby determining performance scores for each of the one or more performance categories includes analyzing a set of survey responses collected from one or more survey participants responsive to questions about the performance of the survey subject.

5. The method of Claim 4, further comprising comparing the performance scores for each of the one or more performance categories with performance scores for the one or more performance categories from a prior survey period.

6. The method of Claim 5, further comprising comparing the performance scores for each of the one or more performance categories with performance scores for the one or more performance categories associated with a group of survey subjects.

7. The method of Claim 1, further comprising forwarding the survey subject performance scorecard to a survey subject supervisor.

8. The method of Claim 7, further comprising posting the survey subject performance scorecard to an Internet-based web page.

9. The method of Claim 1, after collecting responses from each of the one or more survey participants in response to each of the one or more survey questions, storing the responses in a survey results database.

10. The method of Claim 9, further comprising preparing a summary report for each survey subject containing responses to each of the one or more survey questions from each of the one or more survey participants.

11. The method of Claim 10, further comprising forwarding the summary report to the survey subject supervisor.

12. The method of Claim 3, prior to categorizing responses to each of the one or more survey questions by survey subject and by one or more performance categories associated with a the survey subject, querying a survey results database for responses for each of the one or more survey participants in response to each of the one or more survey questions.

13. The method of Claim 1, prior to determining a coaching comment for each of the one or more performance categories based on a performance score and assembled performance comments for each of the one or more performance categories, querying a coaching comments database for the coaching comments.

14. The method of Claim 1, prior to conducting a survey by asking one or more survey questions about one or more performance categories associated with a survey subject to each of one or more survey participants, identifying one or more survey participants.

15. The method of Claim 14, whereby identifying one or more survey participants includes identifying a survey sampling group based on the survey subject about which the survey is to be conducted.

16. The method of Claim 14, further comprising obtaining contact information for each of the one or more survey participants.

17. The method of Claim 1, further comprising conducting the survey by live interview with each of the on or more survey participants.

18. The method of Claim 1, further comprising conducting the survey by interactive voice response session with each of the on or more survey participants.

19. The method of Claim 1, further comprising conducting the survey by Internet-based interview session with each of the on or more survey participants.

20. The method of Claim 1, further comprising conducting the survey via a survey kiosk with each of the on or more survey participants.

21. The method of Claim 1, whereby the survey subject is an employee.

22. The method of Claim 1, whereby the survey subject is a product.

23. The method of Claim 1, whereby the survey subject is a service.

24. A method for creating a customer feedback performance scorecard, comprising:

surveying a group of survey participants regarding the performance of a survey subject in association with one or more performance categories;

collecting responses from each survey participant;

based on survey participant responses, determining performance scores for each of the one or more performance categories;

assembling performance comments for each of the one or more performance categories from each survey participant about the performance of the survey subject;

tailoring a coaching comment for each of the one or more performance categories based on performance scores and assembled performance comments and based on a comparison of performance scores and assembled performance comments with performance scores and assembled performance comments associated with prior surveys; and

preparing a performance survey subject scorecard containing a performance score and coaching comment for each of the one or more performance categories.

25. A system for creating a customer feedback performance scorecard, comprising:

- a customer service research center operative

- to survey a group of survey participants regarding the performance of a survey subject in association with one or more performance categories;

- to collect responses from each survey participant;

- a customer feedback performance scorecard engine operative

- to determine performance scores for each of the one or more performance categories based on survey participant responses;

- to assemble performance comments for each of the one or more performance categories from each survey participant about the performance of the survey subject;

- to query a coaching comments database for coaching comments related to performance scores and performance comments;

- to tailor a coaching comment for each of the one or more performance categories based on performance scores and assembled performance comments and based on a comparison of performance scores and assembled performance comments with performance scores and assembled performance comments associated with prior surveys; and

- to prepare a performance survey subject scorecard containing a performance score and coaching comment for each of the one or more performance categories.